

BOVRIL SLOGAN

HOSPITAL BALLOT CARTOON & TICKET BOOK

£6,000
IN PRIZES

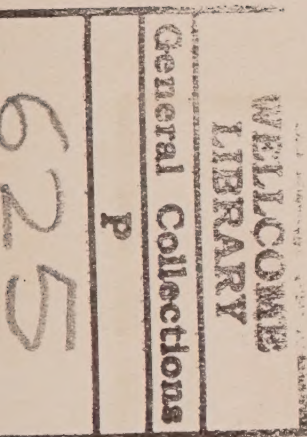
**20 ORIGINAL
CARTOONS**

by
Alfred Leete

1½
TO ENTER



£3,000 *for 1½*



Why you should enter for the BOVRIL SLOGAN HOSPITAL BALLOT

* * *

YOU have a personal interest in the magnificent work which the Hospitals are doing, even though you may never yet have been inside one. It is there that the great discoveries in medicine and surgery are made, there that your own doctor studied, there that he keeps in touch with the latest medical knowledge. At any moment the life of any one of us may depend on the success with which the Hospitals have been enabled to carry on their great triple task of healing, teaching and discovery.

And by helping the Hospitals in this new Ballot you may win £3,000 or any of the other money prizes which make up the £6,000 presented by Bovril Ltd. The youngsters may win a prize, too, there are 100 bicycles which have been kindly presented by the Raleigh Cycle Co., Ltd.

This is a miniature copy of the big book of Bovril cartoons on sale at the Bookstalls. If you buy the big book, price 1/-, you are given in it one 1/- ticket free in the Ballot. This miniature book being itself a free gift does not contain a free ballot ticket, but it contains entry forms which become valid tickets when accompanied by entry fees.

* * *

NOTE.—The cartoons in this Book are merely to amuse you, and should not be considered in any way while judging the merits of the 24 slogans or phrases which for the purposes of the Ballot should be judged solely on the aptness of their wording.

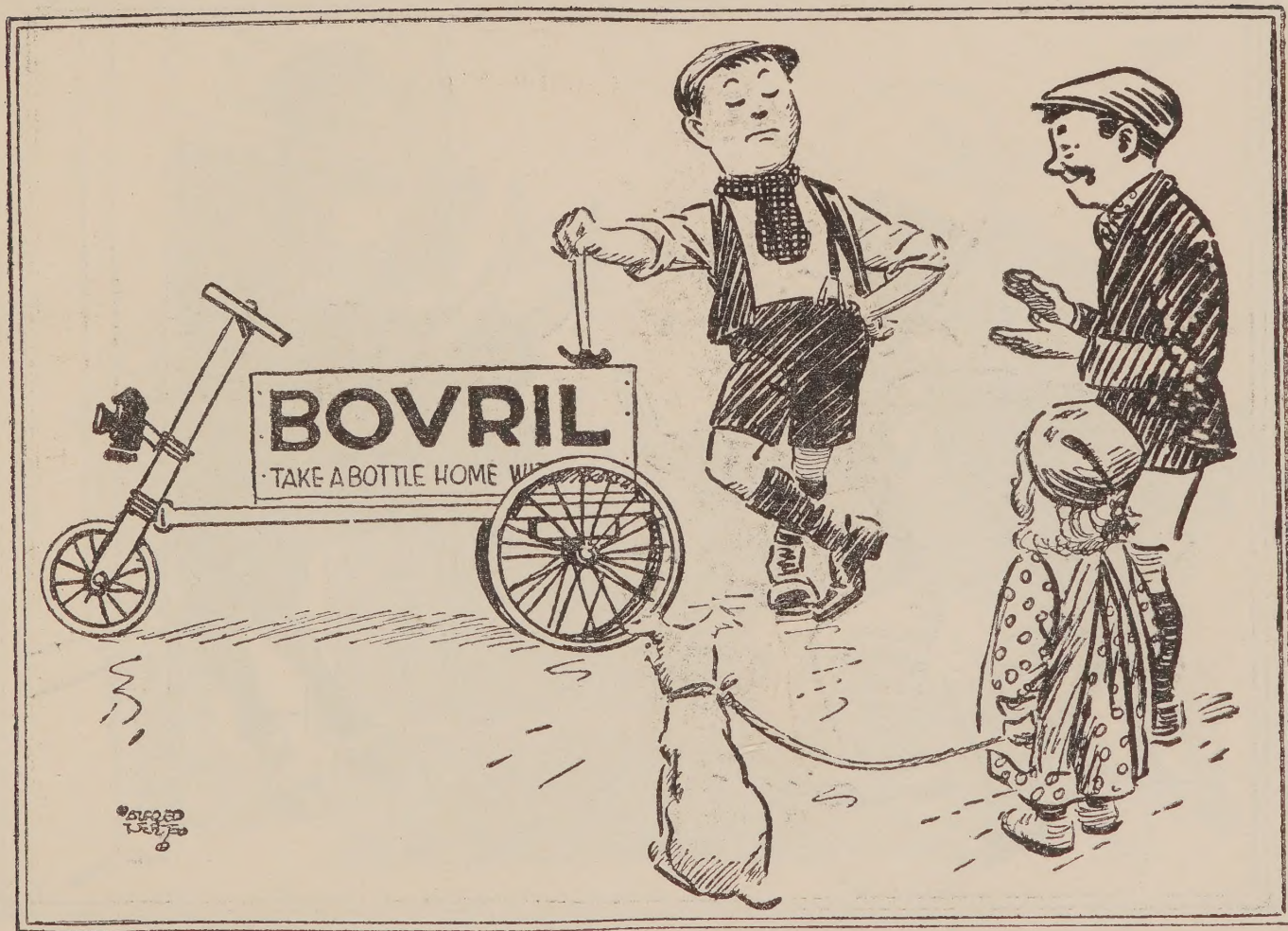




Alas my poor Brother!—as caricatured by Alfred Leete.



This will be a Bovril Winter—as caricatured by Alfred Leete.



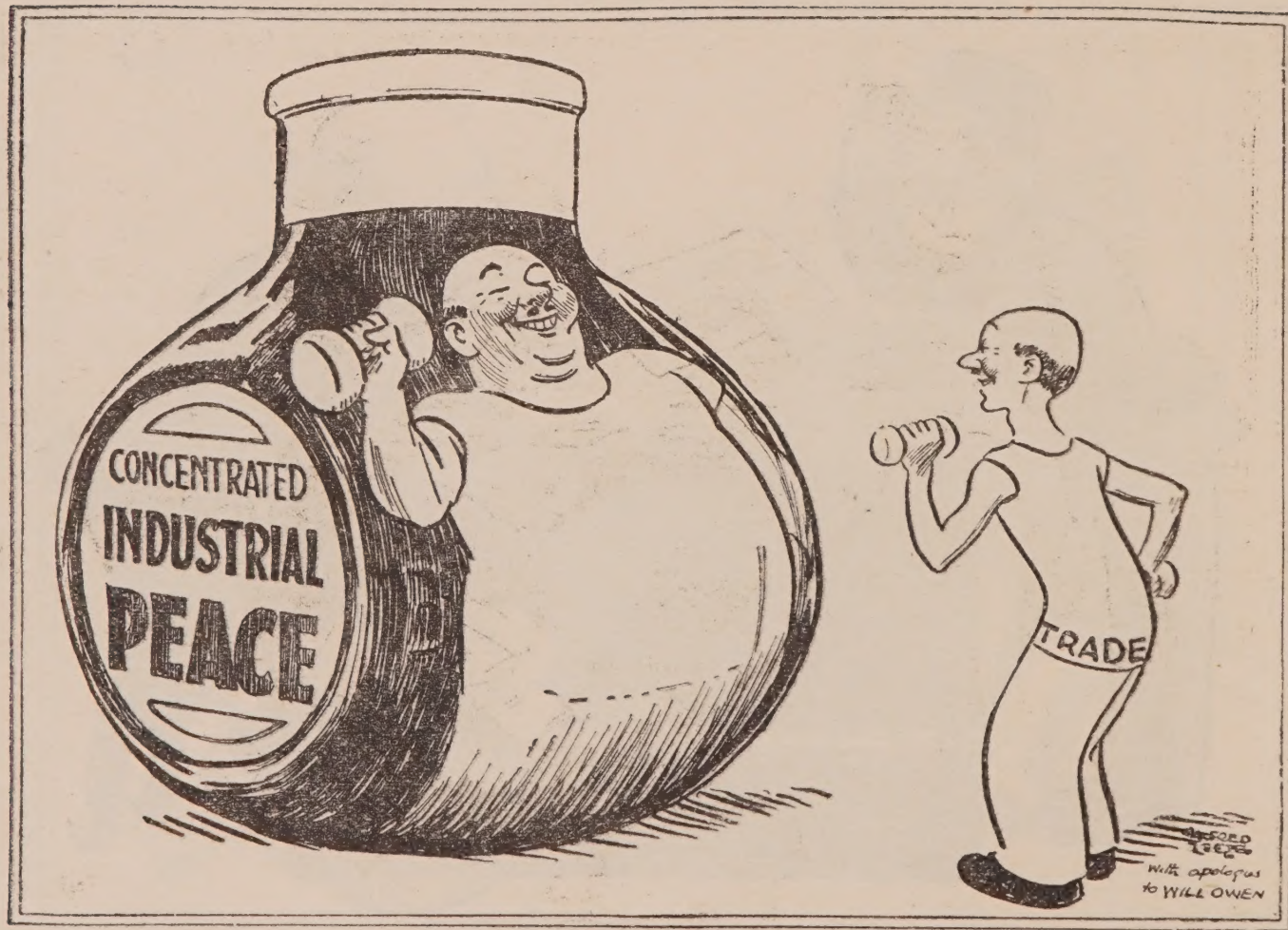
The Proved Body Builder—as caricatured by Alfred Leete.



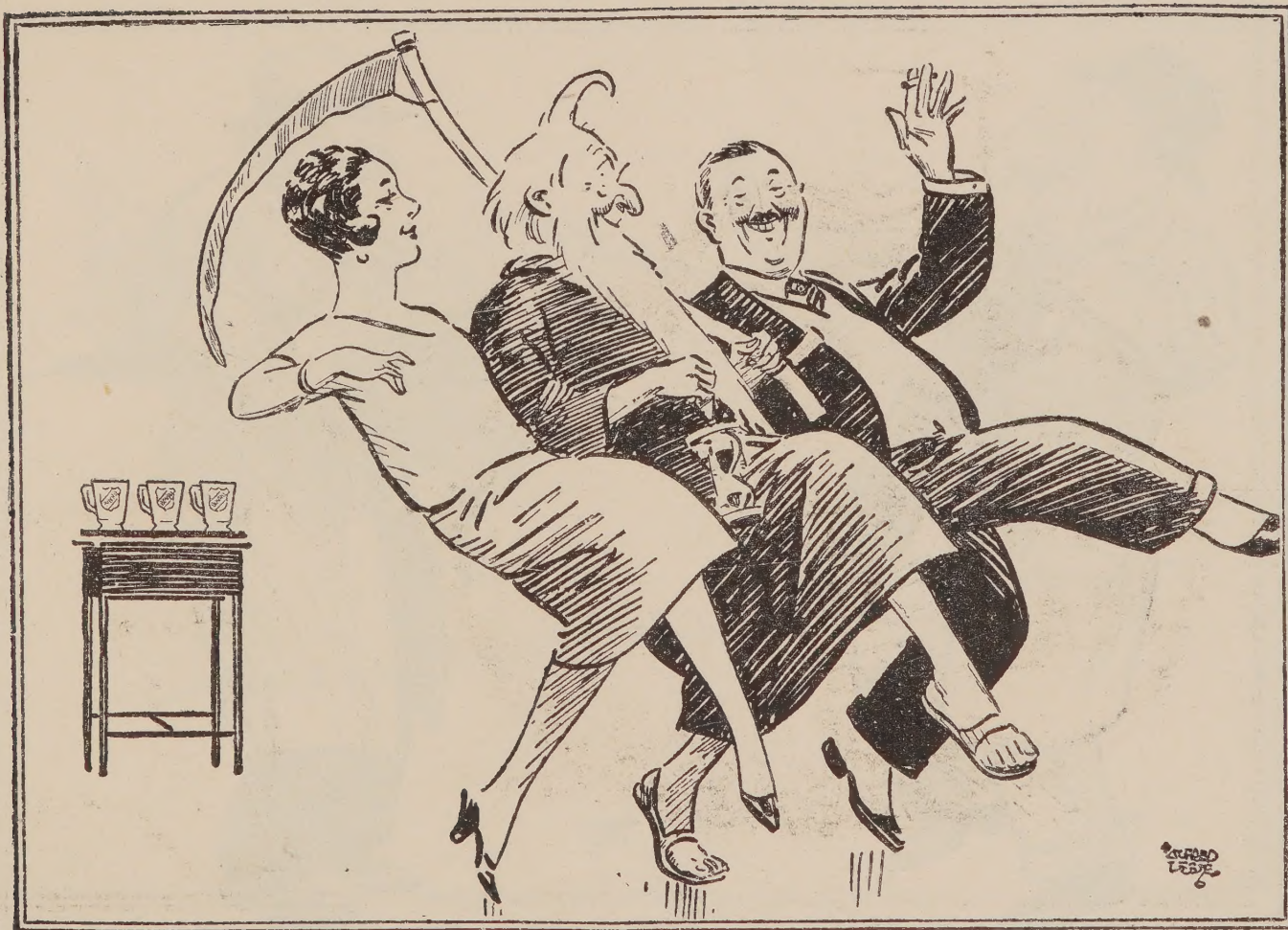
Always keep Bovril in the House—as caricatured by Alfred Leete,



Bovril gives strength to WIN(ston)—as caricatured by Alfred Leete,



Puts Beef into you—as caricatured by Alfred Leete.



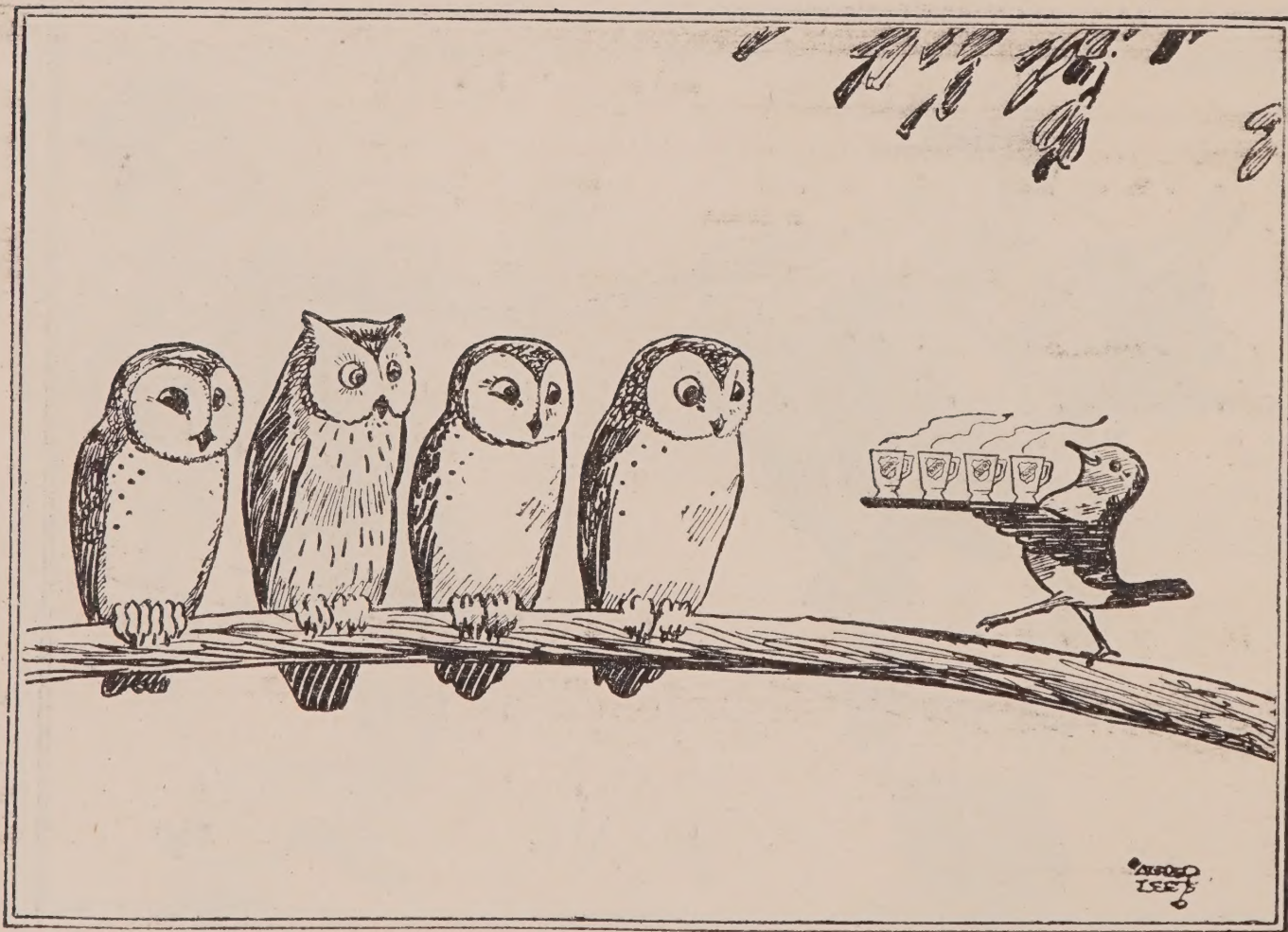
Bovril daily life goes gaily—as caricatured by Alfred Leete.



Don't take cold, take Bovril—as caricatured by Alfred Leete.



Bovril will pull you through the Winter—as caricatured by Alfred Leets.



All the wise "Bovrilise"—as caricatured by Alfred Leete.

BOVRIL SLOGAN HOSPITAL BALLOT

*Organised by the British Charities Association
To help the Hospitals*

On the following pages are three entry forms for the Ballot which become valid tickets when filled up and sent in accompanied by 1/- for each. Please use them all and so help the Hospitals.

£6,000 in CASH PRIZES

Presented by BOVRIL LTD.

First Prize, **£3,000**

2nd Prize, **£750.**

3rd Prize, **£250.**

Three Prizes of **£100 each.**

Four Prizes of **£50 each.**

Fifty Prizes of **£10 each.**

One Hundred Prizes of **£5 each.**

Five Hundred of **£1 each.**

SPECIAL PRIZES FOR BOYS AND GIRLS. The Cash Prizes are open to all. In addition 100 bicycles which have been kindly presented by the Raleigh Cycle Company will be specially reserved for boys and girls under 16.

BE QUICK!! CLOSING FEB. 29TH

*The issue of Tickets for the Bovril Slogan Hospital Ballot closes on Feb. 29th,
but competitors have until March 15th to send in any completed entries.*

THIS is not a thing about which you can afford to hesitate. It only costs 1/- to enter and there are *six-hundred-and-sixty* substantial cash prizes. You may win £3,000 in a lump, or a modest £250 prize just for five minutes' intelligent forecasting and a shilling's outlay. Fill up the three forms on the following pages while the opportunity is open to you. 1/- is little to give for the sake of the Hospitals and it may bring in a small fortune for you.

ALL YOU HAVE TO DO

1. Vote for your *own* favourite slogan (*one* only) by marking it with an **X** on left-hand side.
2. On the right-hand side put an **A** against each of the *three* slogans which you think will get most votes, **B** against the next three, and **C** against the next three, leaving the others blank.
3. Fill in your name and address, and send the entry forms with 1/- remittance for each entry to "Judging," British Charities Association, 103, Kingsway, London, W.C.2. For full rules, see inside back cover.

NOTE.—The cartoons in this Book are merely to amuse you, and should not be considered in any way while judging the merits of the 24 slogans or phrases which for the purposes of the Ballot should be judged solely on the aptness of their wording.

CUT HERE

ENTRY FORM No. 1.

Mark three of these with **A**, three with **B**, and three with **O**.

- | | |
|---|--|
| 1. Alas my poor Brother ! | |
| 2. I hear they want more Bovril. | |
| 3. Bovril better than a Blanket. | |
| 4. Bovril gives strength to win. | |
| 5. Bovril the proved Body Builder. | |
| 6. Don't take cold, take Bovril. | |
| 7. Bovril will pull you through the Winter. | |
| 8. Bovril gives "Spring" in Winter. | |
| 9. It must be Bovril. | |
| 10. Bovril does not Profiteer. | |
| 11. Keep Warmer on Bovril. | |
| 12. This will be a Bovril Winter. | |
| 13. Bovril means addition to Nutrition. | |
| 14. All the wise "Bovrilise." | |
| 15. Bovril will assist you to resist 'Flu. | |
| 16. Bovril Prevents that Sinking Feeling. | |
| 17. Bovril soon puts a man on his feet. | |
| 18. Bovril is Capital for Labour. | |
| 19. Bovril Puts Beef into you. | |
| 20. Bovril makes ordinary fare first-class. | |
| 21. Thank Bovril for Goodness. | |
| 22. Bovril keeps you Going. | |
| 23. Bovril daily life goes gaily. | |
| 24. Always keep Bovril in the House. | |

Vote for your own favourite with an **X** here (one only).

SEE OVERLEAF

BOVRIL SLOGAN HOSPITAL BALLOT

ENTRY FORM

Name _____

(Mr., Mrs., Miss.)

(Please write CLEARLY in INK.)

Address _____

MF.2.

If under 16,
Age last birthday

N.B.—To qualify also for Boys' and Girls' Prizes of 100 RALEIGH Bicycles entries must be the genuine work of competitors under 16.

This form only becomes a ticket when stamped or accompanied by a remittance. It has no value otherwise and is not to be sold.

AFFIX

Ordinary —

1/- POSTAGE

STAMP Here.

or Enclose P.O.

or Money Order.

Insurance, Foreign and
Colonial Stamps must
not be used.

Post this Ticket with a remittance to "Judging," British Charities Association, 103, Kingsway, London, W.C.2.

CUT HERE

ENTRY FORM No. 2.

Mark three of these with **A**, three with **B**, and three with **C**.

1. Alas my poor Brother !
2. I hear they want more Bovril.
3. Bovril better than a Blanket.
4. Bovril gives strength to win.
5. Bovril the proved Body Builder.
6. Don't take cold, take Bovril.
7. Bovril will pull you through the Winter.
8. Bovril gives "Spring" in Winter.
9. It must be Bovril.
10. Bovril does not Profiteer.
11. Keep Warmer on Bovril.
12. This will be a Bovril Winter.
13. Bovril means addition to Nutrition.
14. All the wise "Bovrilise."
15. Bovril will assist you to resist 'Flu.
16. Bovril Prevents that Sinking Feeling.
17. Bovril soon puts a man on his feet.
18. Bovril is Capital for Labour.
19. Bovril Puts Beef into you.
20. Bovril makes ordinary fare first-class.
21. Thank Bovril for Goodness.
22. Bovril keeps you Going.
23. Bovril daily life goes gaily.
24. Always keep Bovril in the House.

Vote for your own favourite with an **X** here (one only).

SEE OVERLEAF

BOVRIL SLOGAN HOSPITAL BALLOT

ENTRY FORM

Name _____

(Mr., Mrs., Miss.)

(Please write CLEARLY in INK.)

Address _____

MF.2.

If under 16,
Age last birthday

N.B.—To qualify also for Boys' and Girls' Prizes of 100 RALEIGH Bicycles entries must be the genuine work of competitors under 16.

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CUT HERE

ENTRY FORM No. 3.

Mark three of these with **A**, three with **B**, and three with **C**.

- | | |
|---|--|
| 1. Alas my poor Brother ! | |
| 2. I hear they want more Bovril. | |
| 3. Bovril better than a Blanket. | |
| 4. Bovril gives strength to win. | |
| 5. Bovril the proved Body Builder. | |
| 6. Don't take cold, take Bovril. | |
| 7. Bovril will pull you through the Winter. | |
| 8. Bovril gives "Spring" in Winter. | |
| 9. It must be Bovril. | |
| 10. Bovril does not Profiteer. | |
| 11. Keep Warmer on Bovril. | |
| 12. This will be a Bovril Winter. | |
| 13. Bovril means addition to Nutrition. | |
| 14. All the wise "Bovrilise." | |
| 15. Bovril will assist you to resist 'Flu. | |
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| 18. Bovril is Capital for Labour. | |
| 19. Bovril Puts Beef into you. | |
| 20. Bovril makes ordinary fare first-class. | |
| 21. Thank Bovril for Goodness. | |
| 22. Bovril keeps you Going. | |
| 23. Bovril daily life goes gaily. | |
| 24. Always keep Bovril in the House. | |

Vote for your own favourite with an **X** here (one only),

BOVRIL SLOGAN HOSPITAL BALLOT

ENTRY FORM

Name _____

(Mr., Mrs., Miss.)

(Please write CLEARLY in INK.)

Address _____

MF.2.

If under 16,

Age last birthday

N.B.—To qualify also for Boys' and Girls' Prizes of 100 RALEIGH Bicycles entries must be the genuine work of competitors under 16.

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AFFIX

Ordinary

1/- POSTAGE

STAMP Here.

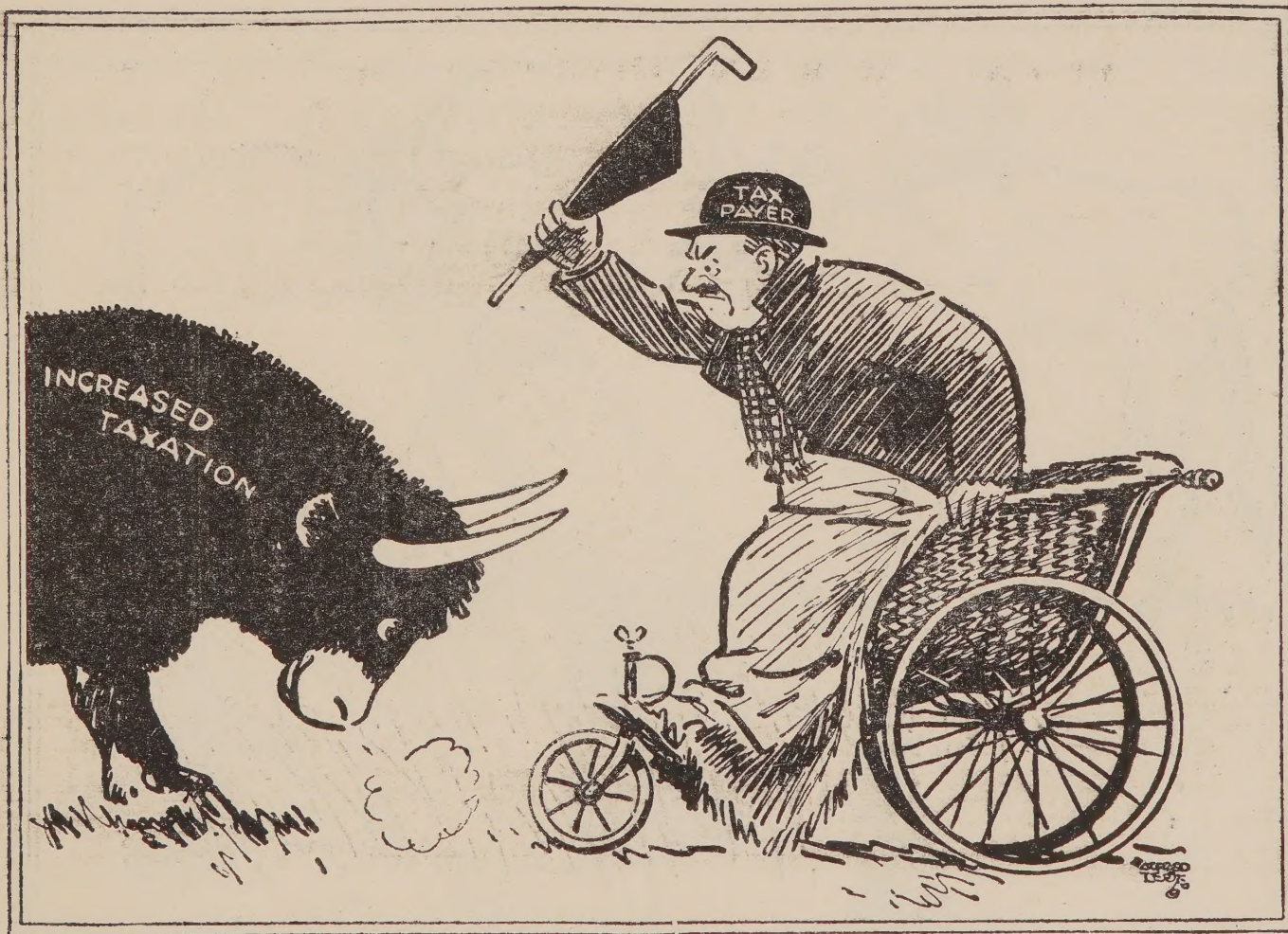
or Enclose P.O.

or Money Order.

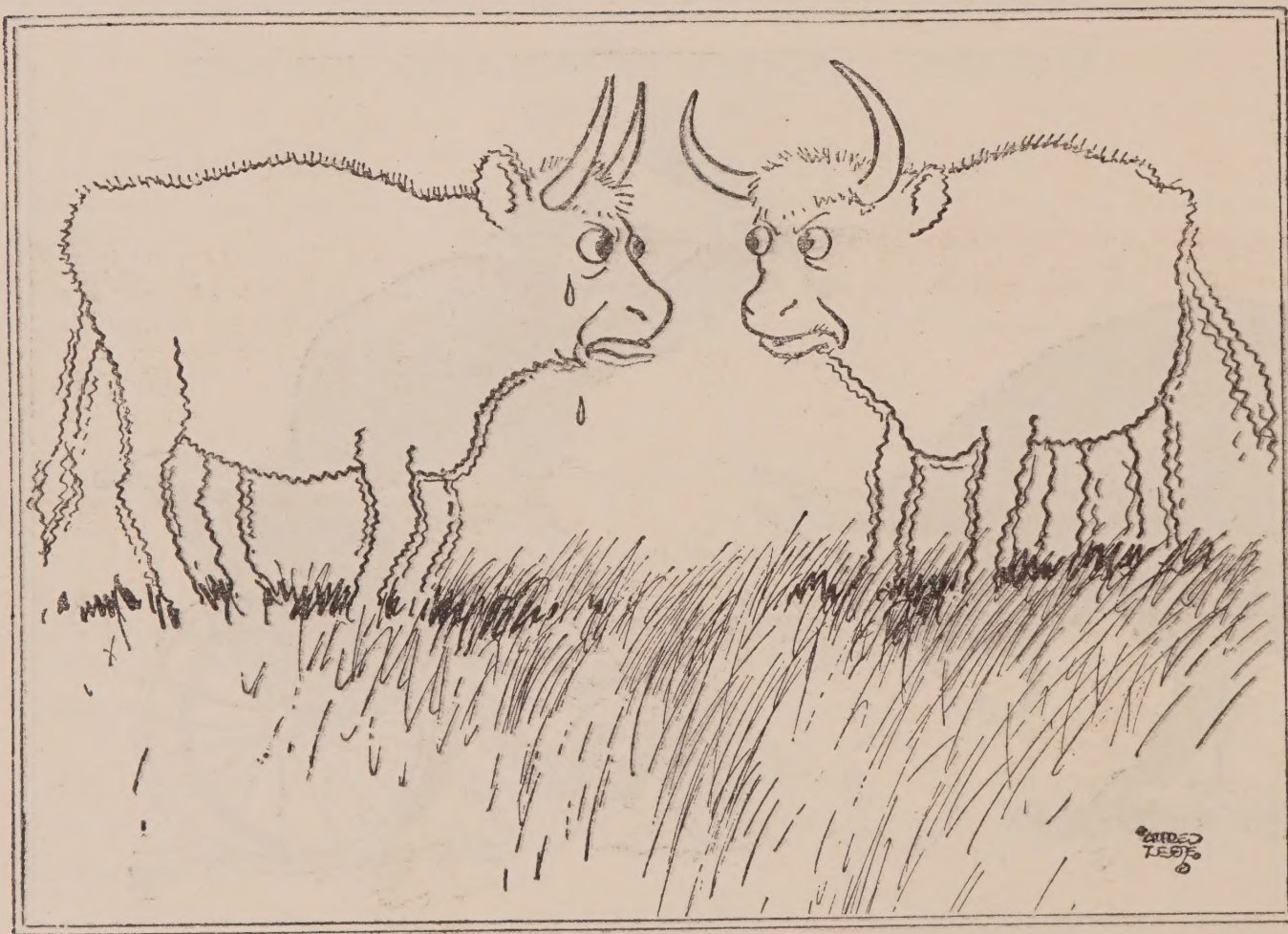
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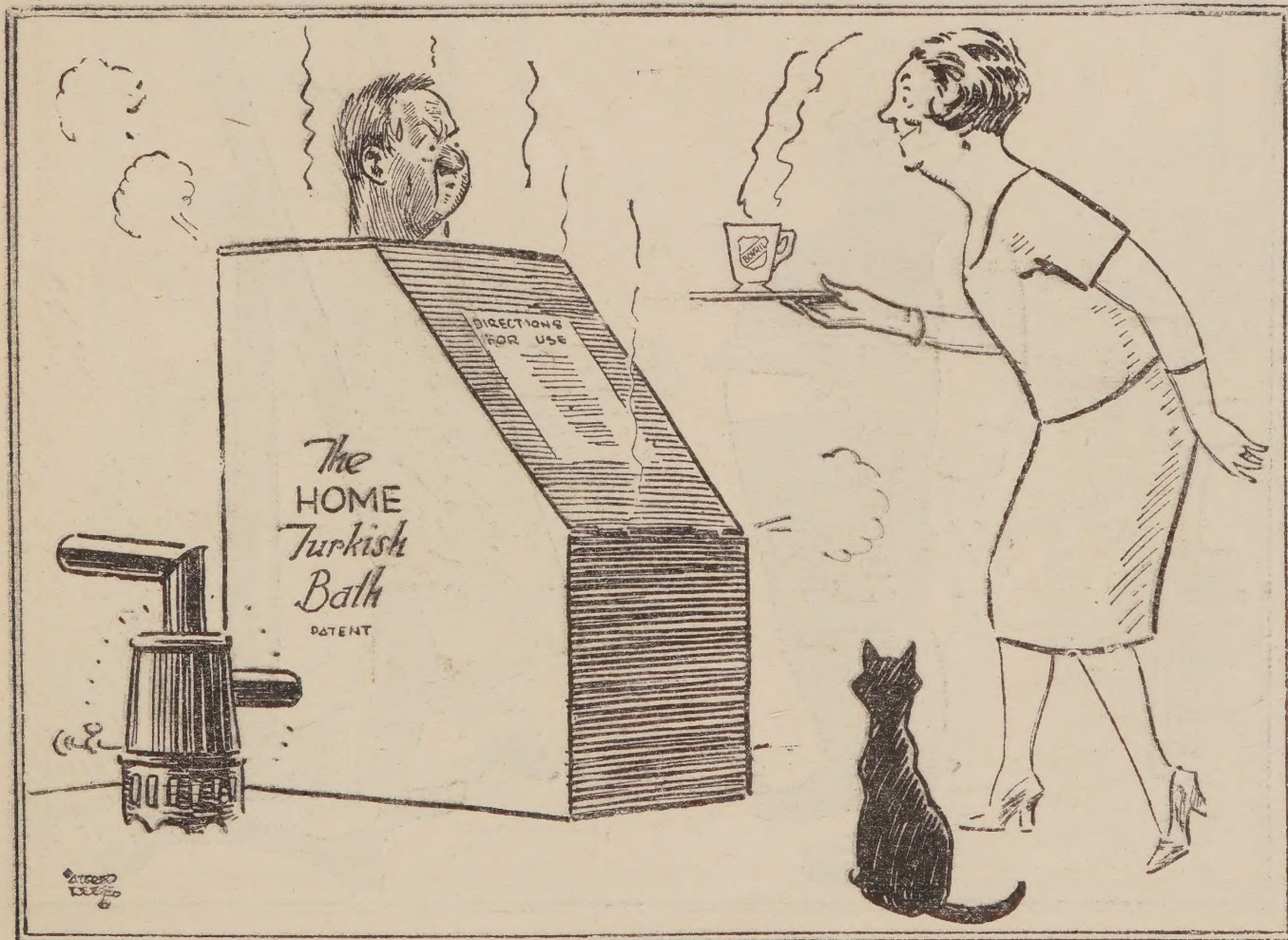
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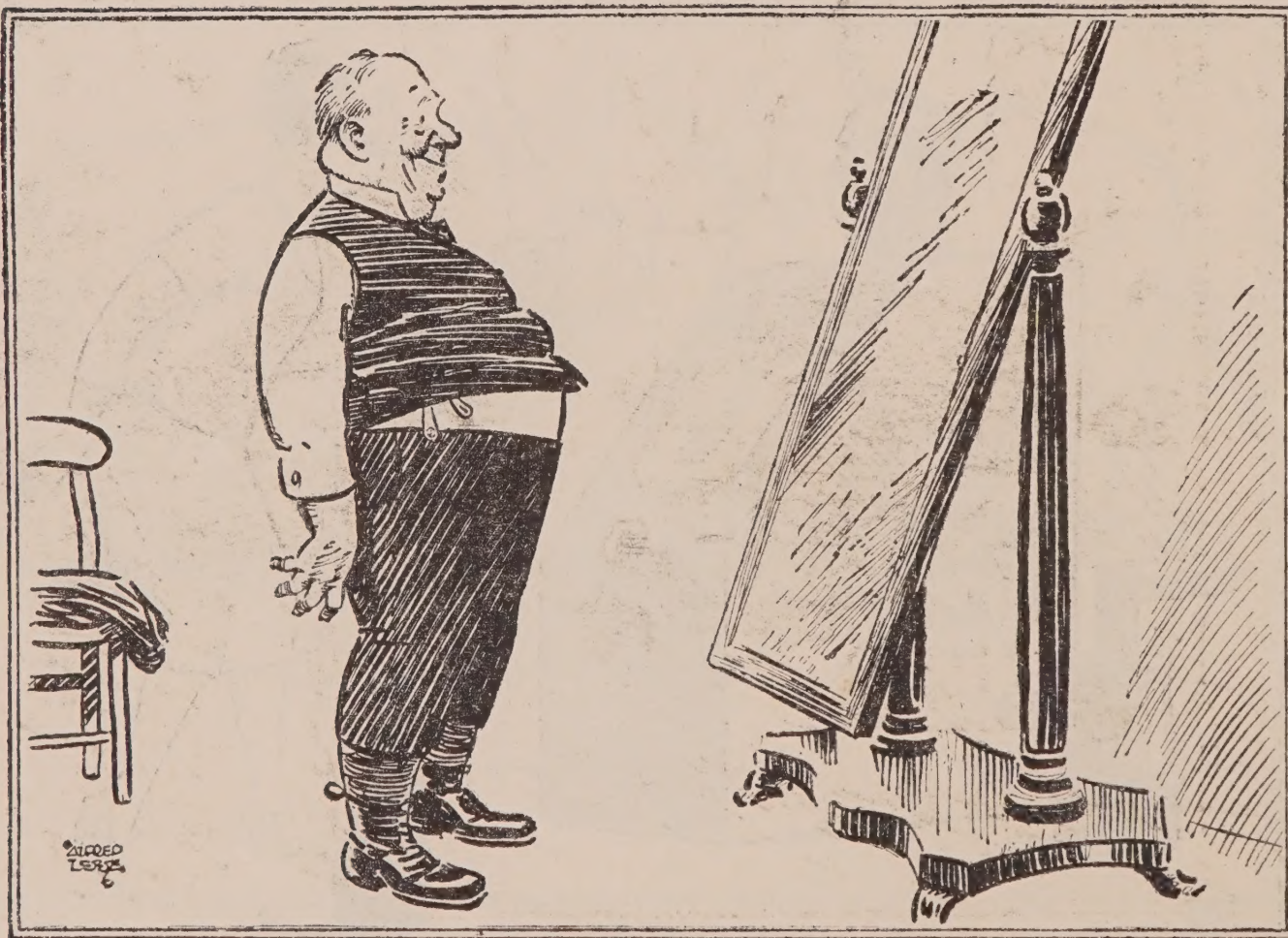
Soon puts a man on his feet—as caricatured by Alfred Leete,



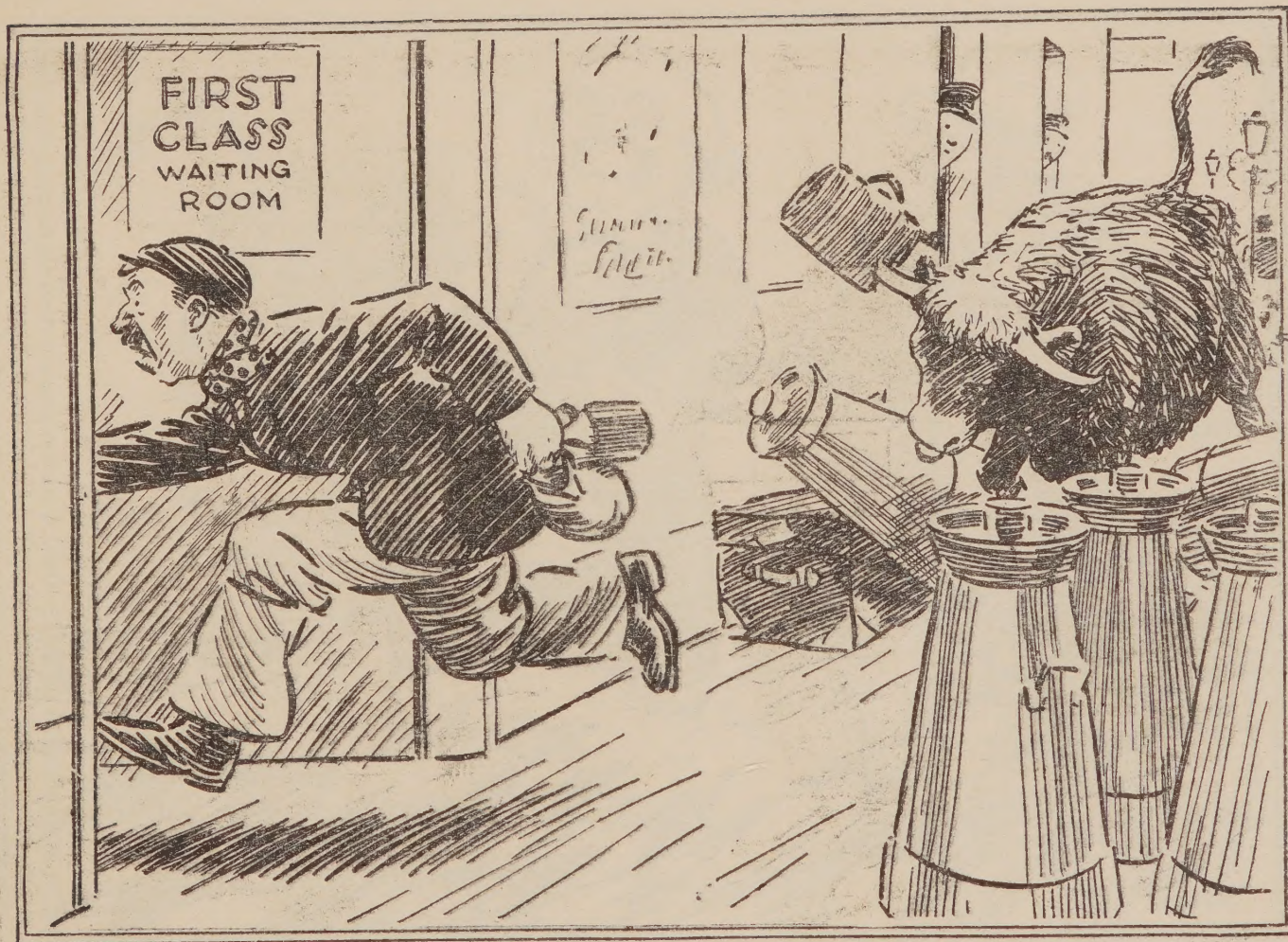
I hear they want more Bovril—as caricatured by Alfred Leete.



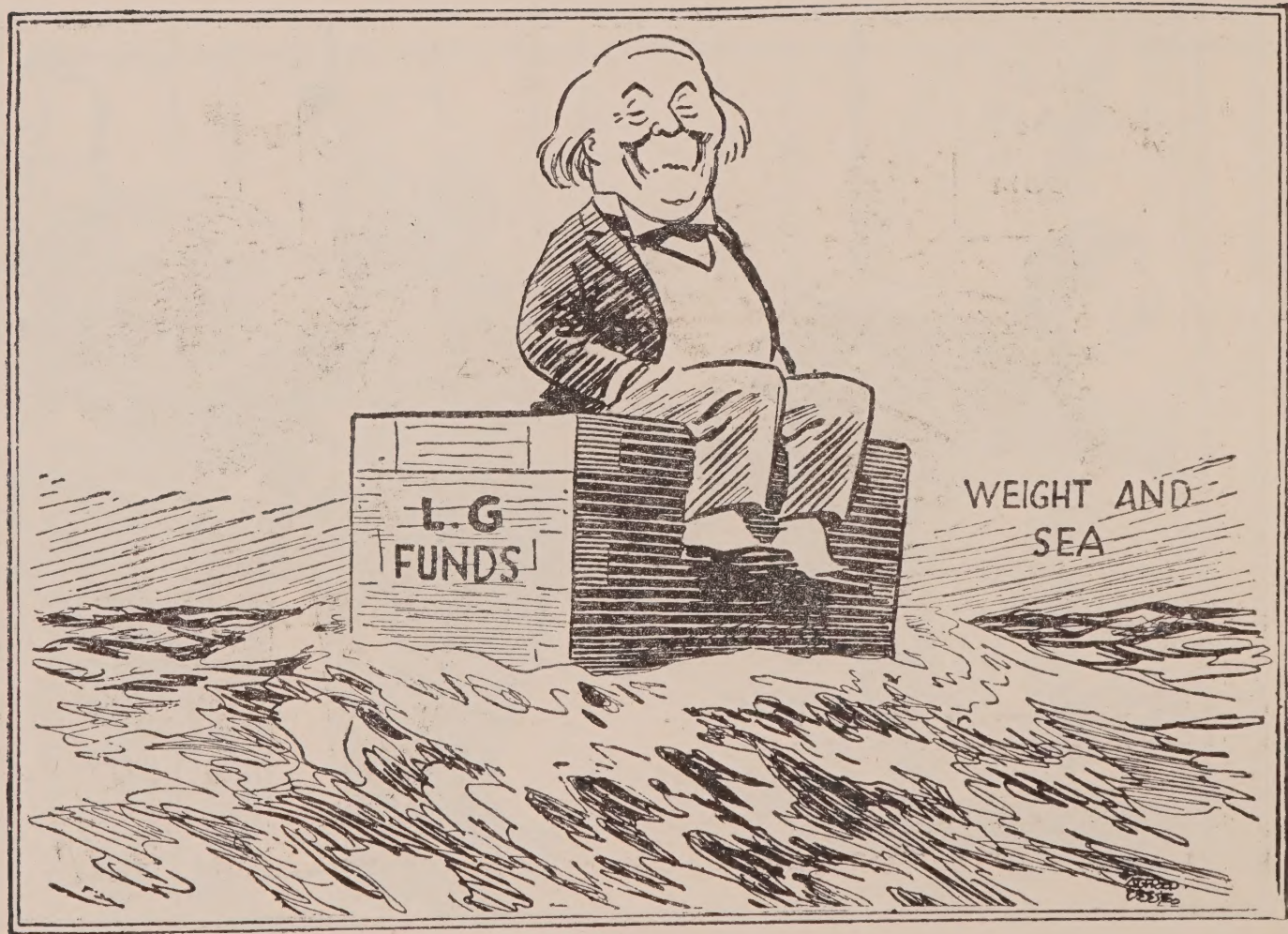
Keep Warmer on Bovril—as caricatured by Alfred Leete.



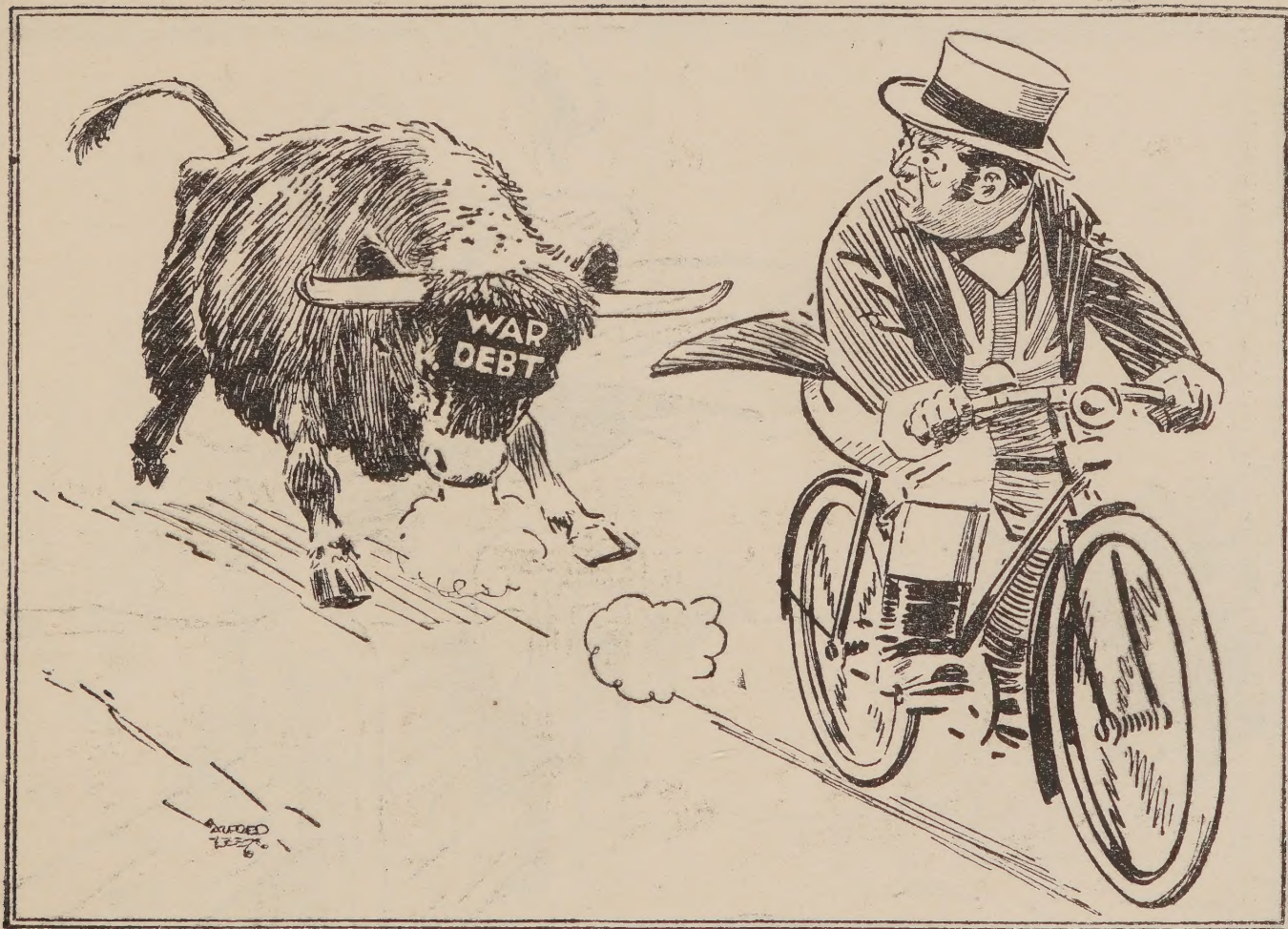
It must be Bovril—as caricatured by Alfred Lecte.



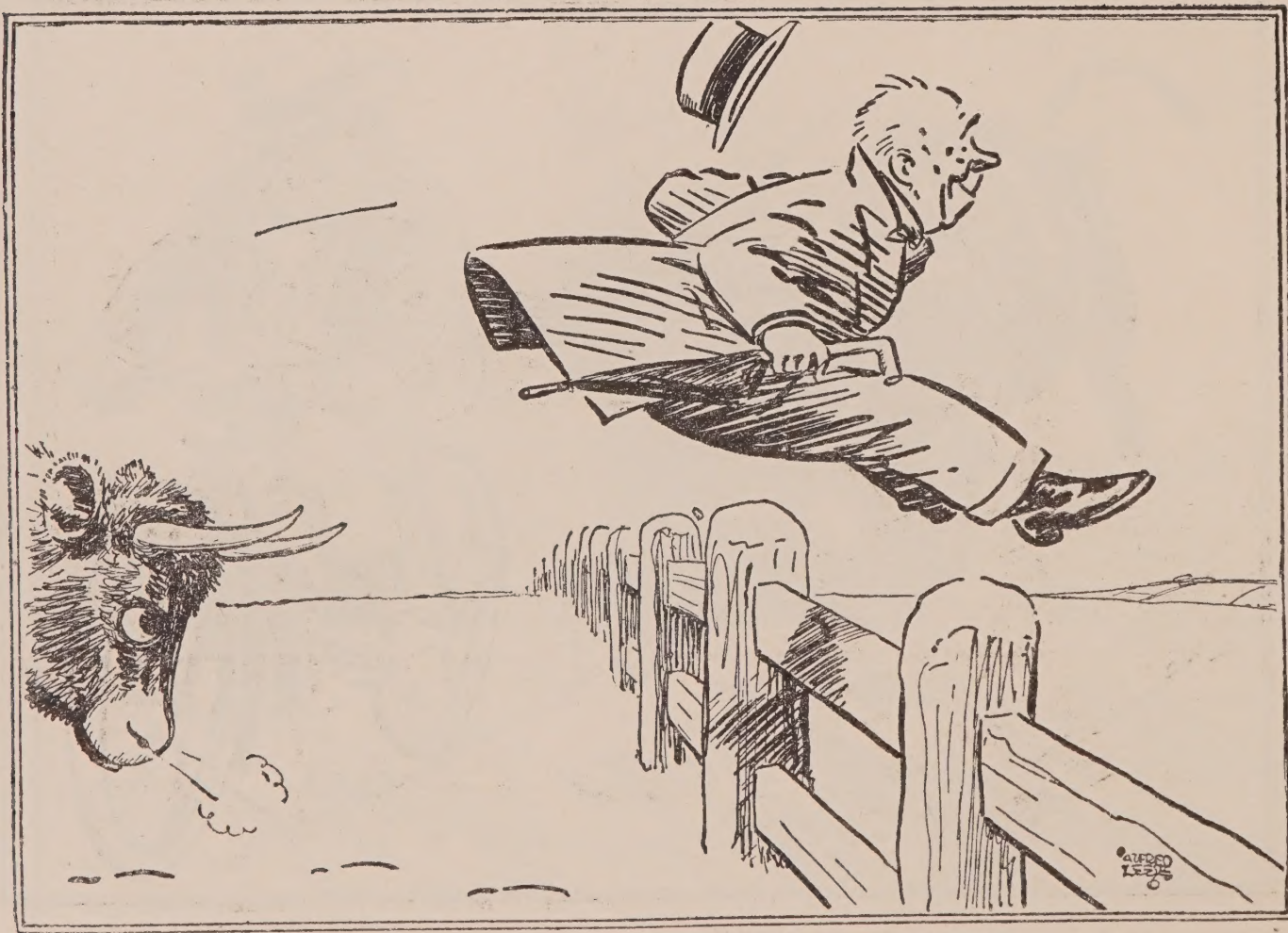
Bovril makes ordinary fare First Class—as caricatured by Alfred Leete.



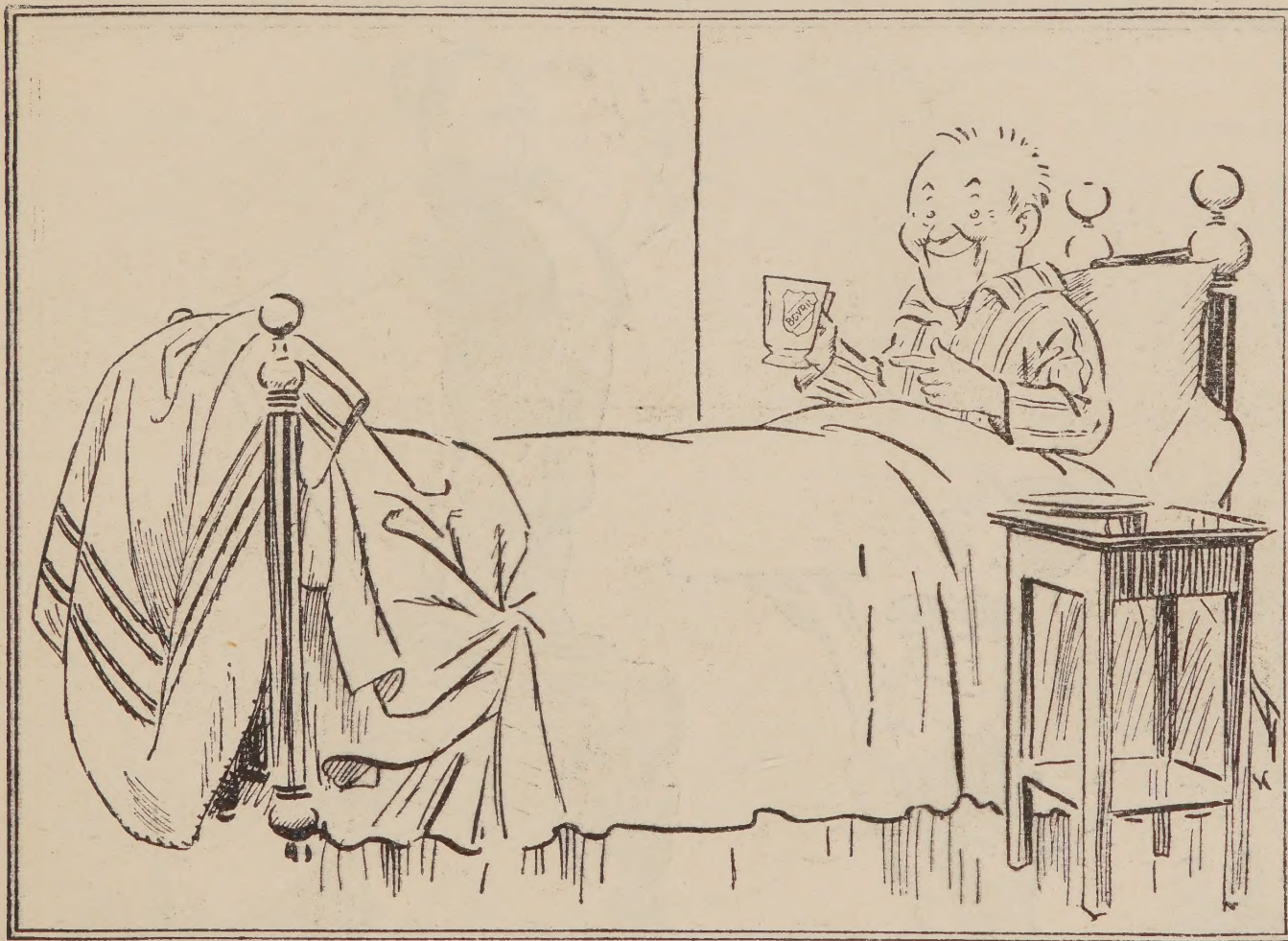
Prevents that Sinking Feeling—as caricatured by Alfred Leete,



Keeps you Going—as caricatured by Alfred Leete.



Bovril gives "Spring" in Winter—as caricatured by Alfred Leete,



Bovril better than a Blanket—as caricatured by Alfred Leete.



Bovril is Capital for Labour—as caricatured by Alfred Leete.

BOVRIL SLOGAN HOSPITAL BALLOT

RULES AND CONDITIONS

1. On the forms are 24 well-known Bovril slogans. The object of the Competition is to decide which are the most popular. For this purpose the Competitor is required first of all to record his OWN vote as to which he personally thinks the best slogan of all by putting an X against it on the left-hand side. He must then forecast what he thinks will be the **RESULT OF THE VOTING** by putting the letter A on the right-hand side, against each of the **THREE** slogans which he thinks will get most votes. B against each of the further three which he thinks will get the next largest number of votes, and C against the third three. Only three slogans may be marked A, three more B, and three more C, making 9 in all, on each ticket. The others are to be left blank.

2. The popular order of the slogans will be decided by adding up the "X" votes. The prize-winning competitors will be those whose forecasts on the right-hand side are most accurate as follows, irrespective of how they record their "X" votes:

The first prize will be given to the Competitor who succeeds in marking A against the most popular three, but should several competitors tie in this their order of merit will be determined by the number of B's they mark correctly, and should this still result in a tie, then the C's will be taken into account.

3. In the event of a complete tie the Judges reserve the right to divide equally the combined prizes so affected.

4. Entries are 1s. each. Fill in your name and address in the space provided, send the ticket in a closed envelope sufficiently stamped and addressed, which will not be opened till required for judging, to "Judging," British Charities Association, 103, Kingsway, London, W.C.2. Several tickets, with appropriate remittance, may be enclosed in one envelope, but nothing else whatsoever. Enquiries or requests for further tickets must NOT be addressed

to "Judging," but to the "Director," British Charities Association, 103, Kingsway, London, W.C.2.

5. All enquiries or orders for tickets must be accompanied by a stamped addressed envelope for reply. Extra entries may be sent on plain paper accompanied by remittance, or printed forms (preferable) will be sent on request.

6. No person who has won or shared in any prize of £1,000 or over in any previous competition organised by the British Charities Association may enter for the ballot, either in his own or any other name; and no competitor may win more than one prize in the Ballot, although he may make as many attempts as he likes.

7. No correspondence will be entered into with regard to this competition, and the decision of the British Charities Association on all matters connected with it shall be final.

8. Proof of posting cannot be accepted as proof of delivery, and the Judges will not be responsible for any letter lost in the post or otherwise delayed or mislaid.

9. Votes will be counted and lists checked under the supervision of Messrs. Hugh Macrae and Company, Chartered Accountants. No employee of the British Charities Association or of Hugh Macrae and Company will be allowed to compete or to benefit from any of the prizes.

10. The Competition will close on 29th February, 1928, but competitors are advised to send in their entries as early as possible.

11. The names of the principal prize winners will be issued to the Press, and the full list of prize winners will be published in the *Daily Telegraph*, on Saturday, April 28th. Every prize winner will be individually notified by letter, and a **FULL LIST** will be sent after publication to any competitor who sends a stamped addressed envelope for the purpose.

The BRITISH CHARITIES ASSOCIATION

To Help the Hospitals

The British Charities Association is an Association of those interested in Hospitals, formed to raise money for Hospitals and other charities by methods which do not interfere with their regular subscriptions or donations. The Association which was formed only four years ago was an immediate success, and already it has raised and distributed £173,000 to the Hospitals of the country, as well as over £100,000 in prize money to the public in its ballots and competitions.

Amongst the most successful of such undertakings have been the Association's Prize Competitions, of which the present Bovril Slogan Hospital Ballot is the sixth. For this Ballot the whole of the £6,000 prize money has been presented as a free gift by Bovril Ltd., and the bicycle prizes in like manner have been given by the Raleigh Cycle Co., Ltd. The whole profits arising from the Ballot will, therefore, be available for distribution to the Hospitals.

President of Council: THE VISCOUNT KNUTSFORD

Members of Council:

SIR GEORGE LAWSON JOHNSTON
(CHAIRMAN OF EXECUTIVE COMMITTEE)
THE EARL OF MACCLESFIELD
THE RIGHT HON. VISCOUNT LEE OF FAREHAM.
G.B.E., K.C.B.
THE RIGHT HON. LORD MILDMAY OF FLETE.

SIR GEORGE ROWLAND BLADES, BT., M.P.
SIR GERALD DU MAURIER
GEORGE ROBERTS, ESQ.
MAJOR H. A. WERNHER

Secretaries: MESSRS. HUGH MACRAE & CO., *Chartered Accountants.*

Director: NORMAN MOORE, ESQ., M.A.

The British Charities Association, 103, Kingsway, London, W.C.2